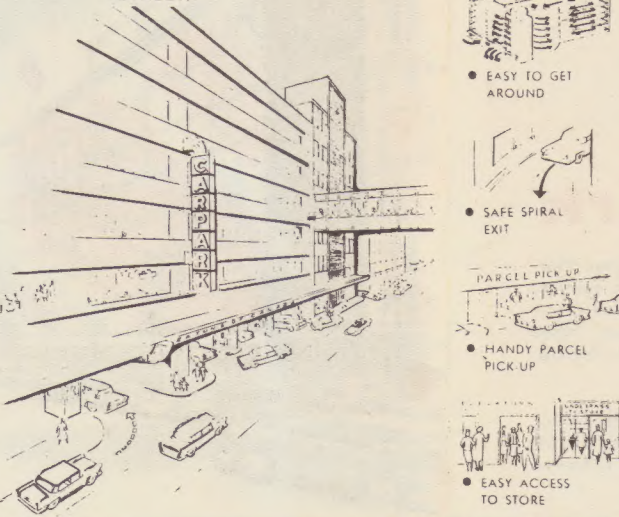


MAP OF City of Winnipeg AND ENVIRONS

WINNIPEG—Gateway to the West. Incorporated over 80 years ago. Greater Winnipeg now boasts a population of almost 435,000. A focal point for Canada's two great railways, it contains the largest privately owned railway yards in the world, is a meat packing centre for the West and the home of a large and ever-growing garment industry. A beautifully treed city, its handsome public buildings, wide streets and 58 parks present an impressive appearance to the visitor.



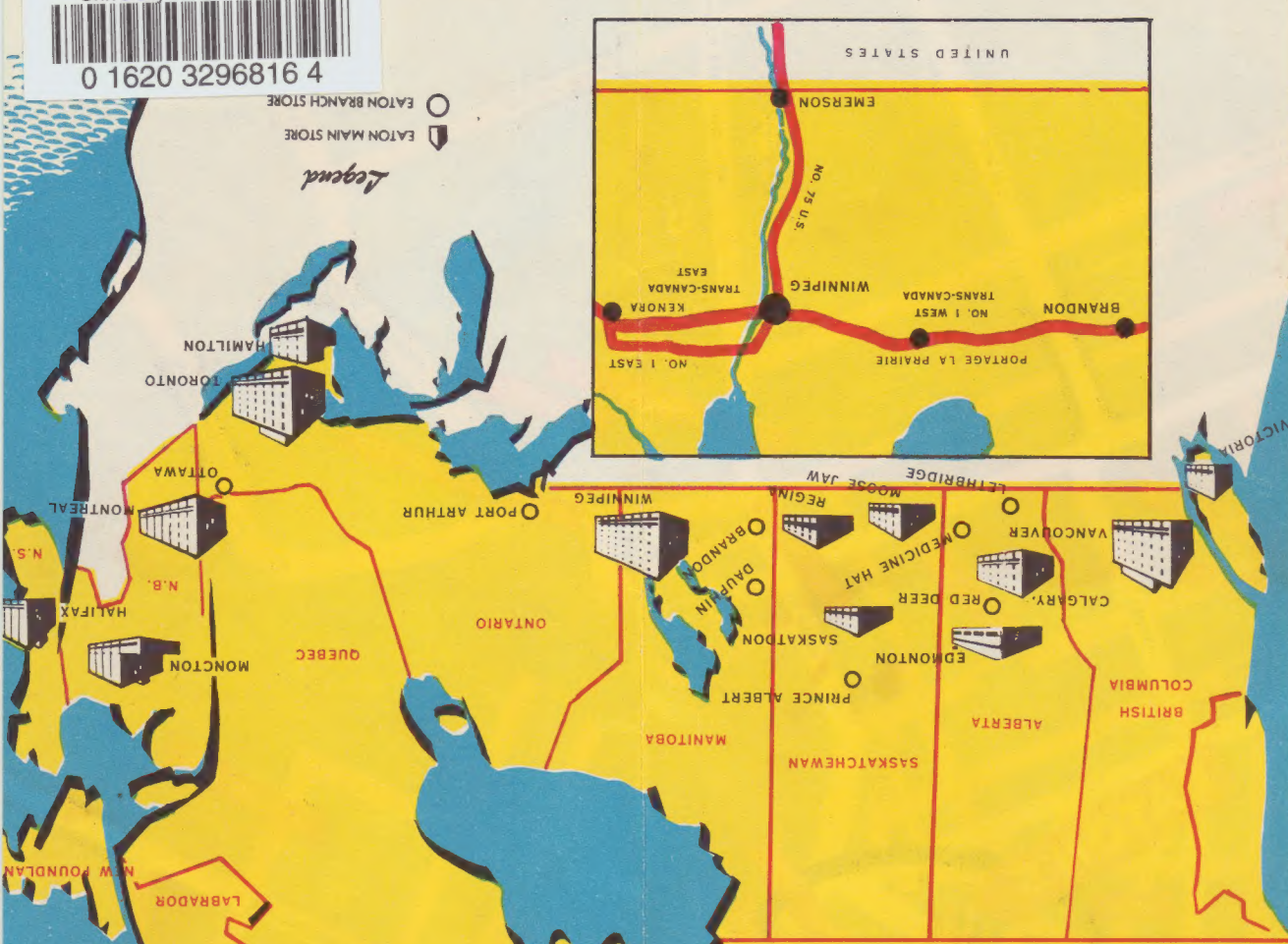
EATON'S MODERN MULTI-LEVEL CAR-PARK IS RIGHT ACROSS HARGRAVE STREET FROM THE STORE ENTRANCE. IT IS APPROACHED BY DRIVING NORTH ON HARGRAVE STREET.



- EASY DRIVING AISLES
- EASY TO GET AROUND
- SAFE SPIRAL EXIT
- PARCEL PICK-UP
- HANDY PARCEL PICK-UP
- EASY ACCESS TO STORE

G
3484
W5
E635
1960
T2

MAP
CABINET



Coast to Coast in Canada
It's EATON'S for friendly service

COUNTRESS OF DUFFERIN
First locomotive in Western Canada... built for the Great Northern Railway in 1872, and brought to Winnipeg by Red River, North Dakota, on October 9, 1872.

ASSINIBOIA DOWNS
Canada's newest race track, located on the western outskirts of the city, eight miles from EATON'S, due west on Portage Avenue. Completely modern grandstand seats five thousand.

ST. ANDREW'S LOCKS
Sited about 20 miles north of downtown Winnipeg—a most excellent spot for fishing. Accessible by car on Highway No. 1 going east, or from Henderson Highway on the east side of the Red River.

ART GALLERY
Located on the Third Floor of the Winnipeg Auditorium. Here the visitor can see a permanent collection of fine art.

GOLF COURSES
Golf ranks first in popularity among Winnipeg residents. City and environs boast 12 excellent courses, 2 of them civic owned and open to the public.

LEGISLATIVE BUILDING
Seat of Provincial Government, this architectural highlight among public buildings in Canada features the world-renowned Tyndall stone. Also the dome is the famed Golden Boy.

ROSS HOUSE
Winnipeg's first Post Office—the restored lot and located in C.P.R. station, opposite the Ross House.

WINNIEPEG ARENA
The newest sports arena in Western Canada, opened in October, 1955. The seating capacity for 8,793—with standing room for 1,500 fans.

ST. BONIFACE BASILICA
Built on the site of the West's first Roman Catholic Church. This is the church noted in the poem by James Greenleaf Whittier, "The Red River Voyageur".

AUDITORIUM
One of the finest Auditoriums in Western Canada and home of the largest Musical Festival in the Commonwealth. Opened in 1932, it has a seating capacity for 4,200 in the Main Hall.

WINNIEPEG BASEBALL STADIUM
The home of the Winnipeg Goldies Baseball Club. The stadium, and adjoining the football stadium, home of the Winnipeg Blue Bombers Rugby Football Club.

LOWER FORT GARRY
Built in 1839 from stone quarried from the banks of the Red River. Until 1911 it was operated as Fur Trade centre for all of western and Central Canada. Now preserved as monument to pioneer settlers of the Red River Valley.

Places of special interest in WINNIPEG

EATON'S PARKING FACILITIES

EATON'S Carpark

This modern Carpark is located directly across Hargrave Street from the Store—you can step in comfort from the Carpark to the Store via the sheltered Overpass or the Underpass to the Basement Store. Have your parcels delivered to the Carpark Parcel Pick-Up.

OTHER PARKING FACILITIES . . .
You'll find an Eaton Parking Lot behind the Bus Depot with entrance on Hargrave Street and a lot on St. Mary, south of the Mail Order Building with entrance on Donald Street.

EATON'S OF CANADA

Welcome to WINNIPEG FROM EATON'S OF CANADA

welcome visitors

Enjoy your visit in Winnipeg and enjoy your shopping at Eaton's, in the heart of downtown Winnipeg.

This map is presented with the compliments of
CANADA'S LARGEST RETAIL ORGANIZATION
Stores and Order Offices from Coast to Coast

THE T. EATON CO. LIMITED CANADA

Shopping is so much a part of Holiday Fun

Visitors tell us that shopping at EATON'S is one of the highlights of any visit to Winnipeg.

We know you'll enjoy every moment you spend in this big, eight-floor Store with its enormous array of merchandise for every need and from every part of the world. You'll like the time-honoured guarantee that protects every purchase you make . . . "Goods Satisfactory or Money Refunded".

You'll find courteous service, attractive surroundings, excellent dining facilities, and a host of little specialty shops of particular interest to visitors.

Information or Special Service Where You See This Button

Around the Store you'll find certain personnel wearing this distinctive button. They are your "Special Hosts" at EATON'S and are qualified to give you any information or assistance necessary. We are all here to help make your "shopping stay" at EATON'S a happy one. If you need any extra assistance, simply contact anyone wearing an "Eaton's of Canada" badge.

DEPARTMENTS OF SPECIAL INTEREST TO AMERICAN VISITORS

GRILL ROOM—Fifth Floor
One of the most popular dining places in Winnipeg, the Grill Room has a quiet, dignified atmosphere, excellent cuisine and the service is prompt. Lunch time or tea time, you'll be tempted by a menu of delicious suggestions.

CASUAL SHOP FOR MEN—Main Floor
Where smart men gather! Here you'll find imported and domestic clothing, furnishings and footwear. Casual and dress wear—all in one handy shop within our Store, at Portage and Hargrave entrance.

SWEATER SHOP—Fourth Floor
Beautiful sweaters from England and Scotland . . . downy soft cashmere, lamb's wool, Shetlands and botanics present a fashionable sweater picture and receive a rousing welcome in the American Woman's wardrobe.

VALLEY ROOM—Fifth Floor
Our new ultra-modern Cafeteria and adjoining Restaurant Bar make dining at Eaton's a real pleasure . . . both are air-conditioned for your comfort and the food served in these two inviting new dining places is delicious!

ENGLISH CHINA—Third Floor
The world's finest china can be found at EATON'S. You'll recognize such famous names as Aynsley, Minton, Wedgwood, Coalport, Royal Doulton, Royal Crown Derby, as well as Orrefors Swedish crystal—exclusive with EATON'S!

SILVER SHOP—Main Floor
A sparkling array of beautiful silver shines from the Silver Shop on the Main Floor. Treasured imports from Jensen of Denmark, from Sheffield, England, and from our own leading Canadian manufacturers, can be found here.

THE LINEN SHOP—Second Floor
A treasure house of lovely linens—where you can browse and buy shimmering damasks from Ireland, delicate embroidery from Switzerland and the Madeira Islands, elaborate banquet cloths from Italy. Located just off the Household Linens Department, Second Floor.

GIFT SHOP—Sixth Floor
Here you'll find a wonderful collection of new and unusual merchandise from all corners of the globe—beautifully displayed to make gift choosing a pleasure. Ask for the Gift Shop's exclusive "Golden Glamour" gift wrap—it's yours without charge.

FUR SALON—Fourth Floor
Magnificent furs bring a feeling of luxury . . . an air of elegance. And EATON'S furs are famous for their quality as well as their superb styling! Your fur coat from EATON'S carries the famous EATON'S guarantee: "Goods Satisfactory or Money Refunded"

"TRAPPER POINT" BLANKETS—Second Floor
Exclusive to EATON'S! Luxurious, English-made, all wool "Trapper Point" blankets in a wide array of lovely colours, sizes and weights. Woven for superb warmth and wearing qualities. Household Linens, Second Floor, South.

FISHING TACKLE—Third Floor
Fine quality fishing equipment for all types of fishing! See EATON'S wide choice of imported tackle from Sweden, France and Great Britain—and also a large variety of well-known Canadian-made equipment. Fishing Tackle, Third Floor.

VISIT OUR SOUVENIR SHOP — SECOND FLOOR